SERVICE QUALITY AND CUSTOMER SATISFACTION OF SELECTED HOTELS IN ILARO, OGUN STATE

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Abstract

Nigeria's hospitality industry, particularly the hotel business, is growing, thanks to the country's abundance of 5-star and lesser-known hotels. Despite the strong competition in the business, hospitality companies have prioritized service quality and customer happiness as a strategic marketing technique to encourage client loyalty. In this context, the purpose of this study was to investigate the impact of service quality on customer satisfaction in a few hotels in Ilaro, Ogun State. This study used a survey research approach to collect data, with a standardized questionnaire serving as the research instrument. Customers of chosen hotels in Ilaro, Ogun State, make up the study's population. The convenience sampling technique was used to determine a sample size of 250 samples. The data was examined using descriptive statistics, and the hypotheses were tested using the linear regression approach in SPSS version 23. The Tangibility dimension of service quality has a high positive and significant link with the level of customer satisfaction (t= 3.084; p<0.05), according to the data. In the study area, the responsiveness component shows a high positive and significant link with customer satisfaction (t=8.784; p<0.05). Customer satisfaction shows a strong negative but significant link with the assurance component (t= -9.996; p<0.05). The study concludes that service quality has a substantial impact on customer satisfaction at chosen hotels in Ilaro, based on the data. According to the survey, the management of the selected hotels should invest more on maintaining and purchasing more tangible facilities in order to retain the current level of customer satisfaction.

Keywords: Assurance, Customer satisfaction, Responsiveness, Service quality, Tangibility

Introduction

The importance of maintaining service quality is something that all employees in a firm should strive for. The magnitude of the gap between consumers' expectations and the actuality of the services they receive is referred to as service quality (Nautiyal, 2014). If the service provided falls short of the customer's expectations, he will be disappointed and terminate his relationship with the service provider (Gilal, Jianhua, Gilal & Gul, 2015). As a result, service quality can be defined as the difference between client expectations and perceptions of service. When expectations exceed performance, the perceived quality falls short of expectations, resulting in consumer discontent (Bhatta & Durgapal, 2016).

In both industry and academia, there has been a flourishing emphasis on service quality and customer happiness in recent years. In the literature, there has been a lot of emphasis paid to the relationship between customer happiness and service quality, and it has been discovered that there is a positive association between the two (Budianto, 2019; Tseng, 2019; Aggarwal, 2019; Zameer, Wang, Yasmeen & Ahmed, 2019; Afthanorhan, Awang, Rashid, Foziah & Ghazali, 2019; Karim & Chowdhury, 2014). Satisfaction and service quality share some characteristics, but satisfaction is a broader term, whereas service quality focuses on specific service qualities.

Customer satisfaction is the foundation for comprehending a company's connection with its clients. For each employee in the organization, customer satisfaction is significantly correlated with internal factors. Customer pleasure is the epitome of positive morale in businesses (Nugroho, Djumilah, Fatchur & Mintarti, 2017). Customer satisfaction entails making short-term sacrifices in order to reap long-term benefits. Customers will be satisfied if you can understand their behavior and deliver value in accordance with their expectations. This will lead to increased client loyalty. Customers develop loyalty as a result of their faith in a product after utilizing it (Kajenthiran, 2018). Customer satisfaction comes when the customer's expectations match or exceed what the customer sees and feels (Chhabra, 2018).

Nigeria's hospitality industry, particularly the hotel business, is growing, thanks to the country's abundance of 5-star and lesser-known hotels. Despite the strong competition in the business, hospitality companies have prioritized service quality and customer happiness as a strategic marketing technique to encourage client loyalty. There are several aspects of service quality that can be investigated, however this research is limited to the tangibility, responsiveness, and assurance dimensions.

The appearance of the physical facilities, equipment, employees, and communication materials of the subject of interest is related to tangibility as a dimension of service quality. Few hotels in the research area (Ilaro) are still weak in the tangibility dimension of service quality due to a lack of investment in physical appearance, equipment, and qualified employees, which has badly impacted their patronage. As a result, the goal of this research is to evaluate how improving the tangibility dimension can boost customer satisfaction at hotel companies in Ilaro.

Another facet of service excellence is responsiveness, which relates to the speed and willingness with which clients are served. Hotel companies must be extremely responsive to their customers since some consumers are impatient, and if their requests are not met on time, they may reluctantly depart the facility. It's a well-known fact that some hotel companies in Ilaro are notorious for being slow to respond to consumer requests, which has led to many customers abandoning them. The goal of this study is to see if responsiveness, as a service quality component, has a substantial impact on customer satisfaction with hotel services in Ilaro.

Customers of hotel companies are frequently anxious about the guarantee that any business they bring to the hotel will be kept private by the hotel's workers. A brief film about a "room 306" where two lovers were having a sexual cruise recently became viral on the internet. As insignificant as the matter may appear, it may lead to a situation in which individuals cease to patronize such a hotel for fear of word about their 'dirty' business circulating on the internet. As a result, if a hotel wishes to stay competitive, assurance is a vital service quality aspect that should be enhanced.

It is against the identified challenges that this study is embarked upon to empirically investigate the impact of service quality on customer satisfaction in selected hotels in Ilaro, Ogun State.

The broad objective of this study is to empirically investigate the impact of service quality on customer satisfaction in selected hotels in Ilaro, Ogun State.

However, specific objectives are to:

i. Ascertain the impact of tangibility quality on customer satisfaction in selected hotels in Ilaro.
ii. Examine the effect of responsiveness quality on customer satisfaction in selected hotels in Ilaro.
iii. Evaluate the impact of assurance quality on customer satisfaction in selected hotels in Ilaro.

Service Quality

The goal of delivering good service is to make customers happy. Measuring service quality is a better way to determine whether or not the services are good or terrible, and whether or not the consumer will be satisfied with the service provided. One of the most frequently discussed subjects in management literature is how to measure service quality (Ogiemwonyi, Rahman & Connie, 2015; Othman, Harun, Rashid and Ali, 2019). This is due to the requirement to establish effective instruments for systematic evaluation of a company's performance from the perspective of its customers, as well as the relationship between perceived service quality and other important organizational outcomes.

Khatab, Esmaeel, and Othman (2019), which led to the development of a service quality measurement model. Gilbert, Churchill, and Lacobucci (2005) looked at different techniques to assess service quality. Customer happiness and service quality are two fundamental principles in marketing theory and practice (Ogiemwonyi, Rahman & Connie, 2015; Spreng, Mackenzie & Olshavsky, 1996). According to experts, perceived service quality is the result of client satisfaction (Ogiemwonyi, Rahman & Connie, 2015; Khatab, Esmaeel & Othman, 2019).

Responsiveness Dimension

Responsiveness, according to Kadhim, Harun, Othman, Falah, and Alfarttoosi (2020), is the willingness to assist consumers and deliver timely service. This dimension is concerned with the attitude and promptness with which customers' requests, queries, complaints, and problems are handled. It also emphasizes the employees' or staff's

timeliness, presence, and professional devotion, among other things. It can be calculated based on how long consumers have to wait for support, replies to enquiries, and so on. The circumstances of responsiveness can be addressed by monitoring the service delivery process and staff' attitudes toward client demands on a regular basis.

Assurance Dimension

The Assurance dimension is the third dimension of service quality. It is described as the ability of the firm and its employees to inspire trust and confidence in their customers through employee knowledge, courtesy, and the ability of the firm and its employees to inspire trust and confidence in their consumers (Ramya, Kowsalya & Dharanipriya, 2019). Customers in banking and insurance services are concerned about their ability to evaluate outcomes, so this factor is vital. Stock broking services firms aim to develop trust and loyalty between key contact individuals such as insurance agents, brokers, and individual consumers in specific scenarios, such as insurance.

Assurance entails pleasant and knowledgeable employees who are able to instill confidence and trust in others (Shahraki, 2014). Felix (2017) believes that the sensation and sense of safe transactions could improve customer satisfaction in the banking sector.

Tangibility Dimension

Tangibility is defined by Parasuraman, Zeithaml, and Berry (1988) as the look of physical facilities, equipment, staff, and communication materials. It can also be defined as the clear visibility of resources required to provide a service to clients, as well as the look of management and professional staff, as well as brochures and booklets, all of which have an impact on customer satisfaction (Stan, Caemmerer & Cattan-Jallet, 2013).

In the banking sector, attractiveness, physical facility, and aesthetic appeal were determined to be favorable markers of tangibility on customer satisfaction by Lau, Cheung, Lam, and Chu (2013). Furthermore, several investigations have discovered that in the banking sector, there is a favorable association between client happiness and tangibility (Gillani & Awan, 2014). Furthermore, tangibility has a beneficial impact on customer satisfaction in financial services, according to Fitzsimmons and Fitzsimmons (2014) and Coelho and Henseler (2012). According to Pasha and Waleed (2016), the impact of tangibility on customer satisfaction in the banking sector is considered as sophisticated equipment and a pleasant ambiance.

Customer Satisfaction

Customer satisfaction is the foundation for comprehending a company's connection with its clients. For each employee in the organization, customer satisfaction is significantly correlated with internal factors. Customer pleasure is the epitome of positive morale in businesses (Kitapci, Akdogan & Dortyol, 2014).

Customer satisfaction entails making short-term sacrifices in order to reap long-term benefits. Customers will be satisfied if you can understand their behavior and deliver value in accordance with their expectations. This will lead to increased client loyalty. Customers develop loyalty as a result of their faith in a product after utilizing it (Kyauk & Chaipoopirutana, 2014).

Customer satisfaction comes when the customer's expectations match or exceed what the customer sees and feels (Omsa, Salim, Djumahir & Rahayu, 2015). Customers satisfaction, according to Ismoyo, Hadiwidjojo, Rahman, and Rahaya (2017), is a level at which their needs and expectations can be met, such that they believe what they get is equivalent to what they expected.

The Theory of Assimilation

The notion of assimilation is based on Festinger's dissonance theory (1957). According to the notion of dissonance, when a customer has high expectations for a product, he or she conducts a cognitive comparison between those expectations and the product's perceived performance. Dissonance will emerge if there is a disconnect between expectations and the product's perceived performance. The theory of assimilation was used to introduce this point of view on post-usage evaluation into the literature on satisfaction. (1973, Anderson) Consumers try to prevent dissonance by modifying their impressions of a product to bring it closer to their expectations, according to Anderson. Similarly, consumers can reduce the tension caused by the discrepancy between expectations and product performance by distorting expectations so that they are in line with the product's perceived performance, as well as increasing satisfaction by minimizing the relative importance of experimental disconfirmation (Olson & Dover, 1979).

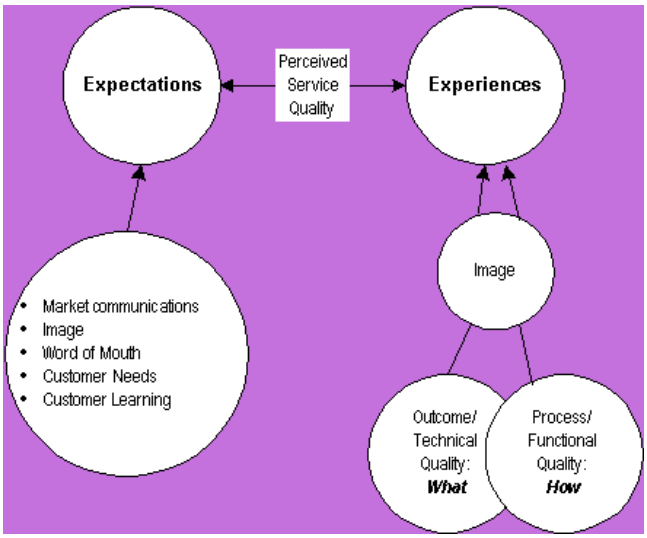
The theory assumes that customers are driven enough to change their expectations as well as their perceptions of product performance. Dissatisfaction would not be a result of the post-use process if consumers adjusted their expectations or perceptions of product performance. Consumers can alleviate the tension caused by a misalignment of

expectations and product/service performance by either bending expectations to match perceived product performance or by increasing pleasure by lowering the relative relevance of the disconfirmation (Olson & Dover, 1979).

Controlling the actual product performance, according to some researchers, can lead to a good association between expectations and satisfaction (Anderson, 1973). As a result, it's considered that discontent would never emerge unless the review process started with the customers' unfavorable expectations. According to Peyton et al. (2003), Assimilation Theory contains a number of flaws. First, the approach presupposes that expectations and satisfaction have a relationship, but it doesn't describe how expectation disconfirmation can lead to contentment or discontent. Second, the idea proposes that customers are motivated enough to change their expectations or perceptions of the product's performance. Controlling for actual product performance, according to some experts, can lead to a positive association between anticipation and satisfaction. As a result, it appears that discontent could never happen unless the evaluation process starts with negative consumer expectations.

Gronroos Model of Service Quality

Expectations are a function of market communications, image, word of mouth, and consumer demands and learning, according to Grönroos' Perceived Service Quality model (1982), whereas experience is a product of technical and functional quality, which is filtered through the picture in figure 1 below:



Source: Wikipedia, 2021

Although there is no evidence of "delighting," Grönroos more clearly demonstrates the presence of a perception gap. The model, on the other hand, has a more practical application because it identifies the elements that contribute to each side of the divide. It highlights how the supplier may influence both sides of the gap, most notably through customer expectations management. Furthermore, it demonstrates that the client experience is a result of the supplier's image of quality, not only the reality. The perception gap is clearly influenced by marketing, as well as process and technical excellence.

Wang, Zhang, Zhu, and Wang (2020) investigated the effect of service quality and customer satisfaction on reuse intention in urban rail transit. The study's goal was to utilize a structural equation model (SEM) to analyze the impact of significant variables of service quality and customer satisfaction on rail transit riders' propensity to return. A questionnaire survey is used to collect data, and an empirical study is undertaken using SEM to examine the hypotheses as well as the structural correlations between these elements. Service quality can be characterized as functional service quality, technical service quality, comfort and cleanliness, and service planning and reliability, according to the findings of the empirical investigation. It also improves customer satisfaction, which has an intermediary influence on passengers' repurchase intentions, resulting in a favorable effect on reuse intention. This research aids transportation authorities in examining the relationship between service quality qualities and passengers' intent to return in order to improve the service provided, increase ridership, and create a sustainable transportation policy.

Bawais, Sagsan, and Ertugan (2020) investigated the link between a set of overall service quality measures and student and academic staff satisfaction in higher education institutions in Sulaymani, Iraq. Because this is a

quantitative study, it was done as a survey, with data collected by a survey questionnaire. The satisfaction of students and academic staff with service quality in HEIs was determined using an abstract data model. The findings of this study revealed a stronger link between student and academic staff satisfaction and each of the five criteria of service quality in higher education institutions. Based on the findings, the study recommended that higher education organizations' management take a keen interest in service quality dimensions and treat them as a very important cost center in order to achieve the required satisfaction for beneficiaries customers, who primarily represented students and academic staffs.

The goal of Vivie, Ramtyanti, and Halim (2020) was to build and validate a new conceptual model of customer happiness and loyalty in the Indonesian banking industry, with service innovation and service quality as the antecedents, and service quality aspects as well. To validate the proposed conceptual model, an online poll was conducted with data from 274 randomly selected retail bank customers in Indonesia. The data was analyzed using Lisrel 8.51 and Structural Equation Modeling (SEM). According to the findings, the service quality dimensions were compatible. Customer satisfaction and loyalty are both positively impacted by service innovation, whereas service quality has a good impact on customer satisfaction, and customer satisfaction has a positive impact on customer loyalty, according to SEM findings. The impact of service quality on customer loyalty, on the other hand, was not proven. The research adds to previous research on consumer happiness and loyalty in banking, particularly in emerging markets. Incorporating service innovation and service quality as antecedents of customer pleasure and loyalty in the banking business, the study adds to the body of knowledge.

Khan, Zubair, Khurram, and Khan (2020) looked at the relationship between e-service quality characteristics and customer satisfaction in Pakistani B2C online buying, focusing on the consumer's point of view. The endogenous variable, customer satisfaction, was used to examine a total of five dimensions of e-service quality. Using an online questionnaire, data from 225 participants was collected using a quantitative research technique, with 88 percent of the respondents having prior online buying experience, resulting in a valid sample of 199. The data analysis was done with Smart PLS. Following the reliability and validity research, reliability had the highest path coefficient of 0.323 of all five dimensions. Except for responsiveness, the results demonstrate that all five hypotheses were supported. In terms of the study's conclusions, online shopping stores should commit significant resources to improving the major e-service quality aspects highlighted by this study. Furthermore, in B2C e-commerce, E-Services are becoming increasingly vital for enhancing customer relationships and generating revenues, and emerging countries are no exception. Finally, because the research was done in Pakistan, generalizability to other countries, particularly those outside of South Asia, may be limited due to differences in client buying habits and attitudes.

Many studies have been carried out on the impact of service quality and customer satisfaction. However, majority of this researches focused more on money deposit banks as the leading firms in the service industry. This study seeks to fill this existing gap in literature by investigating the effect of service quality on the satisfaction derived by customers of hotel firms in Yewa South LGA.

2. METHODOLOGY

Research design defines the approach the study chooses to employ in achieving the objectives of the study. For the purpose of this research, the survey design was employed. The rationale behind the selection of this kind of design is because it enables the researcher to collect information on the subject matter from selected participants who can shed more light on the subject matter.

The population of this study comprises of customers of popular hotel firms in Ilaro, Ogun State, Nigeria. These hotels are IBD, Dolad, Frontier, Ellysam. Due to unavailability of accurate data, the population in the area of study is tagged as large.

Due to the large nature of the population and the need to consummate the research work on time, the researcher selected 250 participants in the study area using convenience sampling method.

This research adopted the questionnaire as the instrument for collecting data for this study.

The research instrument was analyzed using Cronbach Alpha’s test to ascertain the internal consistency of the research instrument. As regards the validity, content validity was carried out with the aid of expert opinion.

Table 1: Reliability Table

Variable	Cronbach's value	No of Item
Tangibility	0.823	5
Responsiveness	0.812	5
Assurance	0.790	5
Customer Satisfaction	0.764	5

Source: Author's Computation, July 2022

The collected data was analyzed using descriptive and inferential statistics which was achieved through Multiple Regression Analysis with the aid of Statistical Package for Social Sciences (SPSS v13).

Model Specification

The model for this study is specified below:
$y= f(x)$
where:
y = Dependent variable i.e. customer satisfaction
x = Independent variable i.e. tangibility, responsiveness and assurance
Thus:
$CS = \beta0+ \beta1TGY +\beta2RES + \beta3ASS + \mu1$ ……. (1)

Where:
CS = Customer Satisfaction
TGY = Tangibility
RES = Responsiveness
ASS = Assurance
$\beta1, \beta2, \beta3$ = Coefficients of variables
$\beta0$ = Constant
μ = error term

3. RESULT

Table 2: Hotel frequently patronized

		Frequency	Percentage (%)	Cumulative Percentage (%)
Valid	IBD	59	23.6	23.6
	Dolad	47	18.8	42.4
	Frontier	94	37.6	80.0
	Ellysam	50	20.0	100.0
	Total	250	100.0	

Source: Author's Computation, July 2022

The information displayed in table 2 revealed the hotel frequently patronized by the participants in this study. From the table 2, it was revealed that 59 respondents (23.6%) patronize IBD frequently, 47 (18.8%) patronize Dolad, 94 (37.6%) patronize Frontier while the remaining 50 (20.0%) patronize Ellysam hotel. The implication of this result is that majority of the participants of this study patronize Frontier hotel more than the other hotels in the study area.

Inferential Statistics of Results

Table 3: Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate	Change Statistics		Durbin-Watson
					F	Sig. F Change	
1	.729[a]	.532	.526	.65269	93.214	.000	1.883

a. Predictors: (Constant), Assurance, Responsiveness, Tangibility

b. Dependent Variable: Customer Satisfaction
Source: Author's Computation, July 2022

The model overview of the variables explored in this study is shown in table 3. According to table 3, the modified R2 value of.526 indicates that the Tangibility, Responsiveness, and Assurance dimensions of service quality account for 52.6 percent of variation in Customer Satisfaction, while the remaining 47.4 percent is accounted for by variables not included in the model. Furthermore, because the Durbin-Watson value of 1.883 is between 1.5 and 2.0, it suggests that there is no autocorrelation among the variables.

Table 4: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	119.128	3	39.709	93.214	.000[b]
	Residual	104.796	246	.426		
	Total	223.924	249			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Assurance, Responsiveness, Tangibility
Source: Author's Computation, July 2022

The ANOVA results of the factors used in this study may be seen in Table 4. The F=93.214 value in table 4 suggests that there is a strong positive association between the variables. Furthermore, the significance value of.000, which is less than the allowable 5%, indicates that there is a statistically significant association between the variables in table 4. Based on this finding, the study finds that the service quality characteristics of tangibility, responsiveness, and assurance have substantial effects on customer satisfaction in the studied area.

Table 5: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.319	1.906		9.085	.000
	Tangibility	.259	.084	.219	3.084	.002
	Responsiveness	.517	.059	.547	8.784	.000
	Assurance	-2.283	.228	-.827	-9.996	.000

a. Dependent Variable: Customer Satisfaction
Source: Author's Computation, July 2022

The individual association between the independent variables and the dependent variable was disclosed in table 5. According to the t-statistics of the individual variables, the tangibility dimension shows a strong positive connection with customer satisfaction (t=3.084), implying that the tangibility dimension of service quality contributes to customer satisfaction favorably. Furthermore, given the p-value of 0.000, which is less than the acceptable 5% level of significance, the result revealed that the Tangibility dimension has a statistically significant impact on customer satisfaction of the patronized hotels. Thus, it can be inferred from this result that the provision of quality tangible facilities has a significant impact on the satisfaction derived by the customers in the study area.

In a similar vein, table 5 shows that the responsiveness component of service quality has a strong positive connection with customer satisfaction (t=8.784), indicating that a unit increase in responsiveness resulted in an increase of 8.784 in customer satisfaction. Furthermore, the p-value of 0.000 indicates that the quality dimension of responsiveness has a statistically significant impact on customer satisfaction in the research area. This finding indicates that the personnel of the study area's patronized hotels are particularly sensitive to the demands of their clients, which is one of the reasons for their satisfaction.

Finally, table 5 demonstrated that in the research region, the Assurance dimension of service quality has a very significant and negative association (t= -9.996) with customer satisfaction, implying that a unit decrease in Assurance dimension results in a 9.996 unit loss in customer satisfaction. The outcome, however, indicates that the Assurance dimension has a statistically significant impact on customer satisfaction. The implication of this finding is that hotels do not provide customers with assurance, resulting in a decrease in customers' satisfaction.

Table 6: Correlations

		Tangibility	Responsiveness	Assurance	Customer Satisfaction
Tangibility	Pearson Correlation	1	-.578**	-.789**	.555**
	Sig. (1-tailed)		.000	.000	.000
	N	250	250	250	250
Responsiveness	Pearson Correlation	-.578**	1	.714**	-.169**
	Sig. (1-tailed)	.000		.000	.004
	N	250	250	250	250
Assurance	Pearson Correlation	-.789**	.714**	1	-.609**
	Sig. (1-tailed)	.000	.000		.000
	N	250	250	250	250

**. Correlation is significant at the 0.01 level (1-tailed).
Source: Author's Computation, July 2022

The correlation between the independent variables and the dependent variable was revealed in Table 6. Because this study used a 5% significance level, the results in table 6 show that all three characteristics of service quality, tangibility, responsiveness, and assurance, had a significant link with customer satisfaction, with p-values of.000, 0.004, and.000, respectively.

Test of Hypotheses

Decision criteria: Accept H0 if p-value is greater than 5% and reject H1. However, if p-value is less than 5%, reject H0 and accept H1.

Hypothesis One:

H_0:*Tangibility quality dimension does not have any significant impact on customer satisfaction in selected hotels in Ilaro.*

H_1:*Tangibility quality dimension has a significant impact on customer satisfaction in selected hotels in Ilaro.*

Decision: The Tangibility quality factor has a strong positive link with customer satisfaction (t= 3.84) and a p-value of.002, which is less than the acceptable 5% level of significance (see table 5). As a result of this finding, the study rejects the alternative null hypothesis H0 and accepts the alternative hypothesis H1, concluding that the Tangibility quality dimension has a significant impact on customer satisfaction in selected Ilaro hotels.

Hypothesis Two:

H_0:*There is no significant relationship between responsiveness quality dimension and customer satisfaction in selected hotels in Ilaro.*

H_1:*There is a significant relationship between Responsiveness quality dimension and customer satisfaction in selected hotels in Ilaro.*

Decision: Table 5 shows that the responsiveness quality component has a positive link with customer satisfaction (t=8.784), with a p-value of.000, which is less than the acceptable 5% level of significance. As a result of this finding, the study rejects the null hypothesis H0 and accepts the alternative hypothesis H1. As a result, the study concludes that there is a substantial association between the quality dimension of responsiveness and customer satisfaction in chosen hotels in Ilaro.

Hypothesis Three:

H_0:*Assurance qualitydimensiondoes not significantly affect customer satisfaction in selected hotels in Ilaro.*
H_1:*Assurance qualitydimensionhas a significantly affect customer satisfaction in selected hotels in Ilaro.*

Decision: According to the data in table 5, the Assurance quality dimension has a very significant negative connection with customer satisfaction (t= -9.996), although the p-value of.000 is less than the allowed 5% level of significance. As a result of this finding, the study rejects the null hypothesis H0 and accepts the alternative hypothesis H1, concluding that the Assurance quality dimension has a significant impact on customer satisfaction in a subset of hotels in Ilaro.

Discussion of Findings

This study discovered that the Tangibility dimension of service quality has a substantial positive link with customer satisfaction (t= 3.084). Furthermore, the results demonstrated that the Tangibility dimension has a statistically significant impact on consumer satisfaction in the research area (p<0.000). This research implies that providing enough practical service has an impact on customer satisfaction when they visit the chosen hotels.

In the same vein, the findings reveal that the Responsiveness dimension has a high positive link with customer satisfaction in the research area (t=8.784). Furthermore, the findings demonstrates that the Responsiveness component of service quality has a statistically significant effect on customer satisfaction in the research area (p<0.05). This indicates that the hotel's attendants are very sensitive to the clients' requirements and requests, resulting in their satisfaction with the service provided.
Finally, the findings revealed that in the study area, the Assurance dimension has a very strong negative association with customer satisfaction (t= -9.996). However, the results suggest that in the research region, the Assurance dimension has a statistically significant effect on customer satisfaction (p<0.05). As a result of this finding, hotels must reassure their customers in order for them to be content with the service they receive.

4. Conclusion and Recommendations

According to the study's findings, the tangibility of service quality has a strong positive and statistically significant association with customer satisfaction. As a result, the study suggests that the Tangibility quality factor has a considerable impact on customer satisfaction in Ilaro's selected hotels. This result is in tandem with the findings of Tseng (2019); Nugroho, Djumilah, Fatchur and Mintarti (2017).

Similarly, the study found that the Responsiveness dimension had a high positive and statistically significant link with customer satisfaction in the studied area. As a result, the study shows that in selected hotels in Ilaro, there is a substantial association between the Responsiveness quality component and customer happiness. The result is in line with the findings of Kajenthiran (2018); Jiang and Zhang (2016).

Finally, the findings demonstrated that in the study area, the Assurance dimension has a very strong negative but statistically significant association with customer satisfaction. As a result, the study finds that the Assurance quality component has a considerable impact on customer satisfaction in Ilaro's selected hotels. The findings corroborate the discovery of Gohain, Thambiah and Hong (2018); Karim and Chowdhury (2014)

In addition, table 4 demonstrates that the independent variables have a strong positive and statistically significant impact on customer satisfaction in the research area (F= 93.214; p0.05). The study's findings led to the conclusion that service quality had a considerable impact on customer satisfaction in the studied area. Budianto (2019); Chabra (2018); Farooq, Salam, Fayolle, Jaafar and Ayupp (2018) also discovered that service quality contribute significantly to customer satisfaction.

Based on the findings of this study, the following recommendations are put forward:

1. The management of the selected hotels should devote more investment in maintain and purchasing more tangible facilities in order to sustain the level of customer satisfaction achieved so far.

2. Furthermore, management of the selected hotels should create more awareness to its employees on the need to sustain and improve their responsiveness towards customers so as to ensure that the customers are more satisfied.

3. Finally, this result found Assurance dimension to be negative, as a result of this, customer satisfaction is negative. Based on this finding, this study recommends to the management of the selected hotels to find a solution to the assurance dimension of service quality by giving more assurance to the customers in terms of security of property, assurance of confidentiality and assurance that items sold are of good quality. All these will likely make the customers be more satisfied

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